

To: Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A.,  
Gambardella, Mark R., Brown, Greg, Alese, Louann F.  
From: Orourke, Rory  
Posted: 2/2/98 18:25  
Opened: 2/3/98 8:29  
Subject: Salem

Attached is your allocation of additional NEW SALEM POS and PDI. Please order from Phyllis as usual. Steve, your allocation has already been ordered to your warehouse.

It is very important that the items listed in **BOLD** are used to **REPLACE** what is currently out there.

Rory

CC: Feltman, John P., Guaneri, James, Figueroa, David A.,  
1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Floyd, Phyllis,  
Klein, John F.

51851 5235

**Salem Test Market**  
**POS/PDI Inventory Status**

Item #	Description	SKU Pack	PO1 Qty	1222	1223	1224	1225	1226	1229
<b>POS</b>				6%	17%	23%	21%	7%	26%
523001	SALEM SM PRICING STARBURST (W/TAPE)	1	83	5	14	19	17	6	22
531842	SALEM APD TRAY STRIP	1	694	42	118	160	146	49	180
531845	SALEM APD SMALL CARD	1	496	30	84	114	104	35	129
<b>540551</b>	<b>SAL 19" CANOPY CD (NON-INTERACTIV</b>	<b>1</b>	<b>1,991</b>	119	338	458	418	139	518
<b>541505</b>	<b>SAL DISPLAY STRIP</b>	<b>1</b>	<b>3,994</b>	240	679	919	839	280	1038
<b>541511</b>	<b>SAL APD LG CARD</b>	<b>1</b>	<b>494</b>	30	84	114	104	35	128
<b>541514</b>	<b>SAL SM HORIZ PASTER</b>	<b>1</b>	<b>7,788</b>	467	1324	1791	1635	545	2025
<b>541520</b>	<b>SAL SM DISPL CHANNEL STRIP</b>	<b>1</b>	<b>9,294</b>	558	1580	2138	1952	651	2416
<b>541523</b>	<b>SAL .30/OFF SM STARBURST (W/TAPE)</b>	<b>1</b>	<b>2,993</b>	180	509	688	629	210	778
<b>541532</b>	<b>SAL DPC 20-PK RISER CARD</b>	<b>1</b>	<b>5,993</b>	Order as needed for D P C					
<b>541535</b>	<b>SAL LG PK MERCH CD(DUAL-SIDED)</b>	<b>1</b>	<b>4,994</b>	300	849	1149	1049	350	1298
<b>541544</b>	<b>SAL 20-PK DPC DISPLAY</b>	<b>25</b>	<b>239</b>	Order as needed for D P C					
<b>PDI</b>									
<b>527981</b>	<b>SALEM TEST MKT ROLL TAPE-1.5" X 50</b>	<b>1</b>	<b>990</b>	59	168	228	208	69	257
529355	SAL TEST MKT SMALL ORB DECAL	100	190	11	32	44	40	13	49
<b>530540</b>	<b>SAL TEST MKT PUSH PACK (SALEM)</b>	<b>1</b>	<b>3,005</b>	180	511	691	631	210	781
<b>540671</b>	<b>SALEM TEST MKT 2'X 4' BANNER</b>	<b>10</b>	<b>200</b>	12	34	46	42	14	52
<b>540674</b>	<b>SALEM TEST MKT DOOR/WIN DECAL</b>	<b>25</b>	<b>?</b>						
540680	SAL TEST MKT LG ORB DECAL (9" DIA)	25	?						
<b>Bolded items should replace current advertising at retail</b>									

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